

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> WRAL-TV      Raleigh-Durham	<b>Date:</b> 9/4/2012
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I, Media Strategies and Research,  
 being/on behalf of: Janet Cowell, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Treasurer  
 in the General  
 election to be held on: Tuesday, November 06, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 29, 2012			Tuesday, November 06, 2012		

**Total Charges: \$20,050.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cowell for Treasurer

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Richard Cook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Tuesday, September 04, 2012

Date

Signature

*Arthur A. Withers*

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

*Mary Bell*  
Signature

Marian Bell  
Printed Name

Sales MGR,  
Title

*Dr. Don*



# Station Buy Detail

## Raleigh-Durham, 2012 TV Add

Est ID: 11780

**Client:** Cowell for Treasurer**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012**WRAL-TV**

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WRAL 6a News	EM	M-F	\$1,075.00	1								1	2
6:00 AM - 7:00 AM		30	\$2,150.00										
80% PE at LUR Per WRAL, Move to C2													
CBS This Morning	EM	M-F	\$570.00					1			1		2
7:00 AM - 9:00 AM		30	\$1,140.00										
80% PE at LUR Per WRAL, Move to C2													
CBS Saturday Morn	EM	Sa	\$470.00						1				1
8:00 AM - 10:00 AM		30	\$470.00										
80% PE at LUR Per WRAL, Move to C2													
Dr. Phil	DT	M-F	\$325.00		1								1
9:00 AM - 10:00 AM		30	\$325.00										
80% PE at LUR Per WRAL, Move to C2													
Young & the Restless	EF	M-F	\$875.00								1		1
4:00 PM - 5:00 PM		30	\$875.00										
80% PE at LUR Per WRAL, Move to C2													
WRAL 5p News	EN	M-F	\$1,670.00								1		1
5:00 PM - 5:30 PM		30	\$1,670.00										
80% PE at LUR Per WRAL, Move to C2													
WRAL 5:30p News	EN	M-F	\$1,670.00	1									1
5:30 PM - 6:00 PM		30	\$1,670.00										
80% PE at LUR Per WRAL, Move to C2													
WRAL 6p News	EN	M-F	\$2,000.00					1					1
6:00 PM - 6:30 PM		30	\$2,000.00										
80% PE at LUR Per WRAL, Move to C2													
Inside Edition	PA	M-F	\$1,000.00			1							1
7:00 PM - 7:30 PM		30	\$1,000.00										
80% PE at LUR Per WRAL, Move to C2													
Ent Tonight	PA	M-F	\$1,000.00					1					1
7:30 PM - 8:00 PM		30	\$1,000.00										
80% PE at LUR Per WRAL, Move to C2													
Big Bang/Half Men	PT	Th	\$3,350.00				1						1
8:00 PM - 9:00 PM		30	\$3,350.00										
80% PE at LUR Per WRAL, Move to C3													
WRAL 11p News	LN	M-F	\$2,000.00				1						1
11:00 PM - 11:35 PM		30	\$2,000.00										
80% PE at LUR Per WRAL, Move to C2													
Sunday 11p News	LN	Su	\$2,000.00							1			1
11:00 PM - 11:35 PM		30	\$2,000.00										
80% PE at LUR Per WRAL, Move to C2													

WRAL-TV

Marian Bell

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

2619 Western Blvd Raleigh NC

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# Station Buy Detail

## Raleigh-Durham, 2012 TV Add

Est ID: 11780

**Client:** Cowell for Treasurer

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

### WRAL-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Letterman	LF	M-F	\$400.00			1							1
11:35 PM - 12:35 AM		30	\$400.00										
80% PE at LUR Per WRAL, Move to C2													
<b>Station Totals</b>			<b>\$20,050.00</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>16</b>
<b>Station Net</b>			<b>\$17,042.50</b>										

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